

MARYLAND HISTORICAL TRUST

B-2790
MAGI#0427905724

INVENTORY FORM FOR STATE HISTORIC SITES SURVEY

1 NAME

HISTORIC

AND/OR COMMON

Boulevard Theatre

2 LOCATION

STREET & NUMBER

3302 Greenmount Avenue

CITY, TOWN

Baltimore

VICINITY OF

CONGRESSIONAL DISTRICT

STATE

Maryland

COUNTY

3 CLASSIFICATION

CATEGORY

☐ DISTRICT
☒ BUILDING(S)
☐ STRUCTURE
☐ SITE
☐ OBJECT

OWNERSHIP

☐ PUBLIC
☒ PRIVATE
☐ BOTH

PUBLIC ACQUISITION

☐ IN PROCESS
☐ BEING CONSIDERED

STATUS

☒ OCCUPIED
☐ UNOCCUPIED
☐ WORK IN PROGRESS
ACCESSIBLE
☐ YES: RESTRICTED
☐ YES: UNRESTRICTED
☐ NO

PRESENT USE

☐ AGRICULTURE ☐ MUSEUM
☒ COMMERCIAL ☐ PARK
☐ EDUCATIONAL ☒ PRIVATE RESIDENCE
☐ ENTERTAINMENT ☐ RELIGIOUS
☐ GOVERNMENT ☐ SCIENTIFIC
☐ INDUSTRIAL ☐ TRANSPORTATION
☐ MILITARY ☐ OTHER:

4 OWNER OF PROPERTY

NAME

Telephone #:

STREET & NUMBER

CITY, TOWN

VICINITY OF

STATE, zip code

5 LOCATION OF LEGAL DESCRIPTION

COURTHOUSE,
REGISTRY OF DEEDS, ETC.

Records Office Room 601

Liber #:

Folio #:

STREET & NUMBER

Baltimore City Courthouse

CITY, TOWN

Baltimore

STATE

Maryland 21202

6 REPRESENTATION IN EXISTING SURVEYS

TITLE

City of Baltimore Neighborhood Survey

DATE

1977

☐ FEDERAL ☐ STATE ☐ COUNTY ☒ LOCAL

DEPOSITORY FOR
SURVEY RECORDS

City of Baltimore Neighborhood Survey

CITY, TOWN

Baltimore

STATE

Maryland 21202

7 DESCRIPTION

B-2790

CONDITION

☐ EXCELLENT☒ GOOD☐ FAIR☐ DETERIORATED☐ RUINS☐ UNEXPOSED

CHECK ONE

☐ UNALTERED☒ ALTERED

CHECK ONE

☒ ORIGINAL SITE☐ MOVED DATE _____

DESCRIBE THE PRESENT AND ORIGINAL (IF KNOWN) PHYSICAL APPEARANCE

According to a description of the original state of the theatre, "the Adam style of architecture was used throughout. Interior decorations featured mulberry silk tapestry panels and shades of pearl gray, azure blue, gold and violet. The large central dome in the auditorium ceiling was decorated with four classic figures representing Music, Song, Dance and Myth. Two paintings by New York artist Leo Sielke graced either side of the ladies' lounging room, one entitled "A Nymphal Sunset Dance" and the other "Fountain of Inspiration". The classical motif was carried out on the exterior by a bas-relief of dancing muses". Music was provided by an orchestra featuring a \$12,000 pipe organ. Special children's shows featuring vaudeville acts were given on Saturday morning".¹

The L-shaped theatre has a 33rd Street marquee as well as the main one which faces Greenmount Avenue. The Boulevard's 33rd Street marquee, one of the earliest of its kind, is a multi-bulbed, electric rectangular sign. A bowed, aluminum and plastic marquee looms out over the Greenmount Avenue entrance.

Boxed cornices with projecting eaves and decorated friezes are located below the roof line. Two pilasters serve to divide the rectangular 2-D relief sculpture.

The interior of the structure has not been surveyed.

Robert Kirk Headley, Jr. Exit: A History of Movies in Baltimore, 1974, p.52.

CONTINUE ON SEPARATE SHEET IF NECESSARY

8 SIGNIFICANCE

PERIOD		AREAS OF SIGNIFICANCE -- CHECK AND JUSTIFY BELOW				
<input type="checkbox"/> PREHISTORIC	<input type="checkbox"/> ARCHEOLOGY-PREHISTORIC	<input type="checkbox"/> COMMUNITY PLANNING	<input type="checkbox"/> LANDSCAPE ARCHITECTURE	<input type="checkbox"/> RELIGION		
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> ARCHEOLOGY-HISTORIC	<input type="checkbox"/> CONSERVATION	<input type="checkbox"/> LAW	<input type="checkbox"/> SCIENCE		
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> AGRICULTURE	<input type="checkbox"/> ECONOMICS	<input type="checkbox"/> LITERATURE	<input type="checkbox"/> SCULPTURE		
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> ARCHITECTURE	<input type="checkbox"/> EDUCATION	<input type="checkbox"/> MILITARY	<input type="checkbox"/> SOCIAL/HUMANITARIAN		
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> ART	<input type="checkbox"/> ENGINEERING	<input type="checkbox"/> MUSIC	<input type="checkbox"/> THEATER		
<input type="checkbox"/> 1800-1899	<input type="checkbox"/> COMMERCE	<input type="checkbox"/> EXPLORATION/SETTLEMENT	<input type="checkbox"/> PHILOSOPHY	<input type="checkbox"/> TRANSPORTATION		
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> COMMUNICATIONS	<input type="checkbox"/> INDUSTRY	<input type="checkbox"/> POLITICS/GOVERNMENT	<input checked="" type="checkbox"/> OTHER (SPECIFY)		
		<input type="checkbox"/> INVENTION				

SPECIFIC DATES	1921	BUILDER/ARCHITECT	Ewald G. Blanke
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STATEMENT OF SIGNIFICANCE

The Boulevard theatre was constructed during the Golden Age of movies together with the origination of giant movie palaces, lavish stage spectaculars, fancy organs and budding talking pictures. The theatre was designed by Ewald G. Blanke for Alfred E. Eyring and Sons. The opening had been heralded for over a year and Baltimore newspapers of November, 1920, carried sketches of the interior and 33rd Street exterior, which featured one of the first, multi-bulbed, eye catching electric marquees of its time. The theatre opened with a private showing of, "A Man's Home", on October 8, 1921 and had the official public showing, two day's later.

In February, 1922, the building was purchased at auction by the Boulevard Theatre Company for \$145,000. It was also probably around this time that the Boulevard marquee, on the Greenmount Avenue exterior, was added. The sign provided the theatre with a touch of Art Deco as evidenced by the patterning with the borders of the bowed, aluminum and plastic construction.

The building was sold again at auction in 1926 for \$100,000, when it was purchased by the Durkee organization. They reopened the theatre on August 1, 1927 and are today, the present owners. Their plans for the building's future use include a Burger King for the Greenmount Avenue lobby. The community, however, has petitioned against this.

The theatre, as it stands, is felt by most to be a local landmark. Scale, proportion and architecture provide visual significance within the area. This is threatened by the entry of a Burger King whose owners intend to make changes to the Greenmount Avenue exterior which would render it unrecognizeable when compared to its present state. Needless to say, the building would then cease to visually represent the heritage and reputation that has been acquired.

9 MAJOR BIBLIOGRAPHICAL REFERENCES

CONTINUE ON SEPARATE SHEET IF NECESSARY

10 GEOGRAPHICAL DATA

ACREAGE OF NOMINATED PROPERTY _____

VERBAL BOUNDARY DESCRIPTION _____

LIST ALL STATES AND COUNTIES FOR PROPERTIES OVERLAPPING STATE OR COUNTY BOUNDARIES

STATE _____

COUNTY _____

STATE _____

COUNTY _____

11 FORM PREPARED BY

NAME / TITLE

Michelle Belco, Planning Assistant

ORGANIZATION

Commission for Hist. & Arch. Pres.

DATE

1977

STREET & NUMBER

100 N. Holliday Street

TELEPHONE

396-4866

CITY OR TOWN

Baltimore

STATE

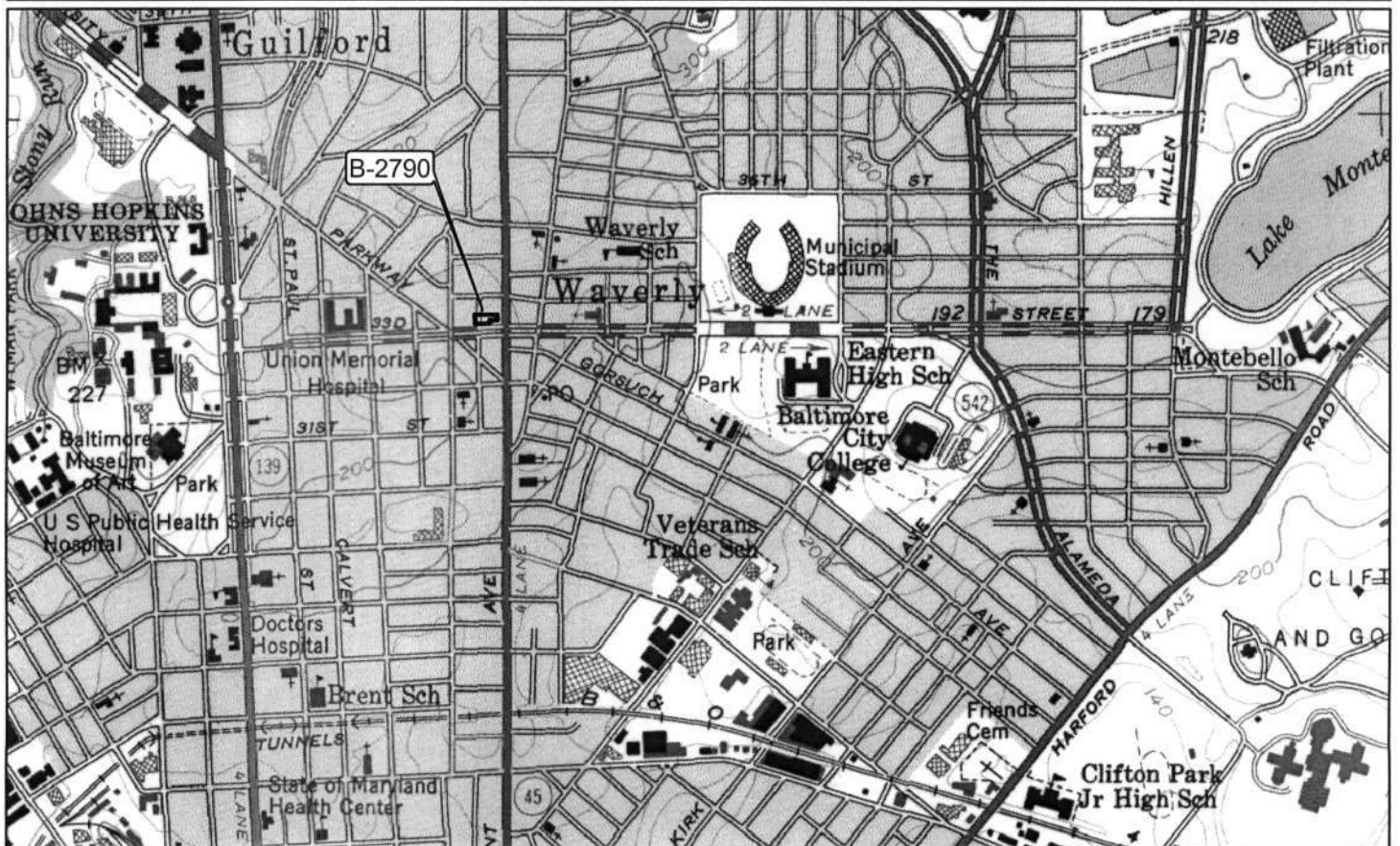
Maryland 21202

The Maryland Historic Sites Inventory was officially created by an Act of the Maryland Legislature, to be found in the Annotated Code of Maryland, Article 41, Section 181 KA, 1974 Supplement.

The Survey and Inventory are being prepared for information and record purposes only and do not constitute any infringement of individual property rights.

RETURN TO: Maryland Historical Trust
The Shaw House, 21 State Circle
Annapolis, Maryland 21401
(301) 267-1438

GIS data Courtesy of
the City of Baltimore, MOIT/EGIS





B-2790

3302 Greenmount Ave. - 33rd St. marquee

Neg. File No. 5 - neg. # 13A-14

Boulevard Theatre



B-2790

3302 Greenmount Ave.

Boulevard Theatre

Neg. File No 4 - neg # 31A-32